

POWERHOUSE

C H E L S E A W A T E R F R O N T L I V I N G

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CLUB GYM OPENS

EVENING WITH BIL DONOVAN

HOUSE OF FLOWERS



WELCOME TO CHELSEA WATERFRONT' LIVING

Welcome to 'Powerhouse', Chelsea Waterfront residents' newsletter. In this issue: the new residents' private gym opens, Powerhouse's first retailer announced, and an evening of fashion illustration with Bil Donovan, the Artist-in-Residence at Christian Dior.

As Chelsea Waterfront continues to evolve, we look forward to sharing more updates, exclusive events, and exciting collaborations.

To share feedback or receive more information on any of the stories covered, please contact us at marketing@chelseawaterfront.com.

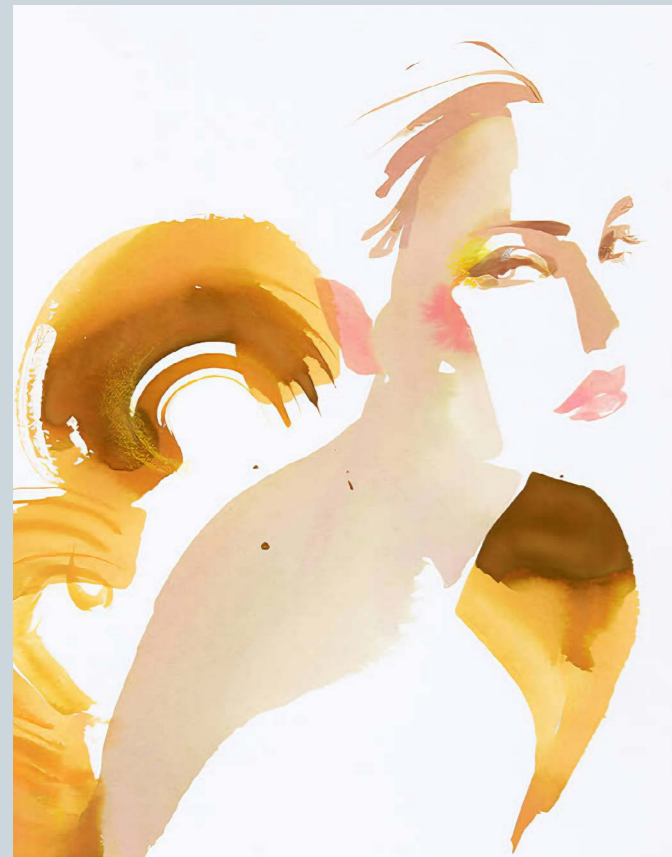
THE WATERFRONT CLUB GYM OPENS

The newly completed gym at the Waterfront Club is now open, offering Chelsea Waterfront's residents an exclusive space designed to elevate every workout.

Equipped with the latest innovations from TechnoGym - a world-leading premium fitness equipment brand - the gym includes cutting-edge cardio and strength machines, high-performance rowers, and dedicated functional training zones. Whether focusing on endurance, strength, or flexibility, residents can enjoy a refined workout space before unwinding in the wider club's serene waterfront setting.

Beyond the gym, the wellness journey continues with access to Chelsea Waterfront's 20-metre pool, jacuzzi, steam room, and sauna - creating a space where recovery is effortless, and every detail is designed for comfort. Luxury changing facilities complete the experience, ensuring a seamless transition from workout to relaxation.

Chelsea Waterfront's private gym is more than a fitness centre, it's a sanctuary for wellbeing, performance, and refinement.



HIGH SOCIETY EVENT: AN EVENING OF FASHION WITH BIL DONOVAN

Chelsea Waterfront's exclusive High Society event series continued in March with an evening with Bil Donovan, America's leading contemporary fashion illustrator and Artist-in-Residence at Christian Dior.

Bil is celebrated for his dynamic and elegant work that captures the essence of glamour, luxury, and style. His illustrations reflect Christian Dior's timeless sophistication and artistry. His unique, fluid style, predominantly in watercolour, has made him a sought-after name among collectors and luxury brands alike.



Guests enjoyed a rare opportunity to listen to Bil, explore the golden age of fashion illustration, and learn about collecting original artworks. The event was held in partnership with Gray M.C.A, the leading international art gallery specialising in original fashion illustration.

Hosted by Gray M.C.A curator and director, Connie Gray, Bil spoke about his artistic philosophy, describing fashion illustration as a form of storytelling where every brushstroke conveys movement, emotion, and the relationship between the model and the garment.

Bil captivated the audience, offering a deeper insight into the craftsmanship behind both illustration and haute couture. His reflections on drawing as a 'signature language' and an instinctive process, provided an intimate insight into his creative world.

To join the mailing list for future High Society events email: marketing@chelseawaterfront.com

HOUSE OF FLOWERS: POWERHOUSE'S FIRST RETAILER

Leading luxury florist House of Flowers will open in Powerhouse in May. House of Flowers will offer an exclusive service to Chelsea Waterfront residents and its distinguished private clients across Kensington and Chelsea, including renowned luxury brands such as Cartier and The Berkeley Hotel.

House of Flowers specialises in striking, Eastern European-style floristry, known for bold, large-scale arrangements bursting with colour. Unlike traditional British floristry, its bouquets feature minimal greenery but instead use premium flowers to create opulent displays. Founder Loita Catasonova identified a gap in the UK market for this distinctive style when she moved to the UK a decade ago, launching her business five years later.



"In Eastern European culture, flowers are gifted regularly as part of everyday signs of love, identity, mood and self-expression in the home - and now online via social media. Displays are formed of seasonal flowers to provide highly colourful statements."

House of Flowers provides a highly personalised service, offering bouquets ranging from petite handheld arrangements to grand, multi-meter installations. Its new shop will also feature an exclusive selection of homeware, decorative pieces, and vases.

House of Flowers will be open Monday to Friday, 9am-5pm.

MEET THE CHELSEA WATERFRONT SALES TEAM

Meet the expert sales team who are on hand to guide prospective buyers through the exceptional homes at Chelsea Waterfront. With extensive experience in the luxury property market, they bring a wealth of knowledge and expertise to assist buyers in finding their perfect residence.



From left: Samantha, Mohammed and Ivy

SAMANTHA LUTEY: SALES EXECUTIVE

Samantha brings nine years of experience in Australia's new home construction industry, where she sold over 300 homes. She relocated to London six months ago to specialise in luxury property at Chelsea Waterfront.

IVY LEUNG: SENIOR SALES EXECUTIVE

With over a decade in luxury real estate, Ivy previously worked at Savills both in Hong Kong and the UK in the APAC team. After moving to London in 2022, Ivy joined Chelsea Waterfront because of its prime location and outstanding design.

MOHAMMED AJMAL (A.J.): SALES EXECUTIVE

A.J. has 25 years of experience in the UK and Middle Eastern property markets, including roles at Lendlease and a decade in Dubai. As a Chelsea resident for 15 years with a strong connection to the area, he joined Chelsea Waterfront in October 2024.

For enquiries or to arrange a viewing, contact the team at sales@powerhousechelsea.com.